



For immediate release
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New Chairman set to mobilise Dynmark fundraising

Leading mobile messaging company, Dynmark International have appointed an experienced chairman to ensure the company continues to maximise its opportunities in the rapidly evolving non-voice mobile sector.

At the helm of Dynmark, Chris Goodall will oversee initial fundraising of £1m, manage shareholder relations, and merger and acquisition activity for Dynmark. The new chairman comments: "I'm very optimistic about our future here at Dynmark. We have the distinct advantage of well-engineered technology that can be easily adapted for customers with varied mobile communication requirements".

Chris Goodall was a founder and director of Aggregator Ltd, a manager in the London office of McKinsey & Co, and has been involved in several high profile media industry projects, including the establishment of UK television station, Channel Five. He was a non-executive director of Which Ltd between 1999 and 2003, has been a member of the UK Competition Commission since 2001, and the Utilities Appeal Panel since 2005. Chris holds MAs from Cambridge University, the University of Michigan and an MBA from Harvard.



The appointment energises a board already boasting a veteran internet and telecoms CEO, a Finance Director with main firm partner experience, and a senior non-executive director, Martin Gilbert, Chief Executive of Aberdeen Asset Management and Chairman of First Group.

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Notes to editors

1. **Dynmark International Limited** is the UK's leading mobile messaging applications developer and provider of bulk SMS text messaging and mobile data solutions.

Dynmark's range of products include e-txt™ message manager, winner of the New Product Award at the DMBusiness/ International Direct Marketing Fair (IDMF).

2. **e-txt™**(e-text) is a powerful bulk SMS text message management and distribution system which resembles popular email applications. But unlike email, it allows PC users to send and receive bulk SMS text messages, set up SMS text campaigns, publish mobile internet sites and set-up email, amongst other functionality.

Further information

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